



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/635,773	08/06/2003	Sidney L. Bursten	2839-002	1703
22208	7590	10/05/2005	EXAMINER	
ROBERTS ABOKHAIR & MARDULA SUITE 1000 11800 SUNRISE VALLEY DRIVE RESTON, VA 20191			LAMB, TWYLER MARIE	
			ART UNIT	PAPER NUMBER
			2622	

DATE MAILED: 10/05/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)
	10/635,773	BURSTEN, SIDNEY L.
	Examiner Twyler M. Lamb	Art Unit 2622

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on 06 August 2003.
 2a) This action is FINAL. 2b) This action is non-final.
 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) 1-57 is/are pending in the application.
 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
 5) Claim(s) _____ is/are allowed.
 6) Claim(s) 1-57 is/are rejected.
 7) Claim(s) _____ is/are objected to.
 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.
 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)	4) <input type="checkbox"/> Interview Summary (PTO-413)
2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)	Paper No(s)/Mail Date: _____
3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date <u>11/7/03</u> .	5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)
	6) <input type="checkbox"/> Other: _____

DETAILED ACTION

Claim Rejections - 35 USC § 102

1. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

2. Claims 1-57 are rejected under 35 U.S.C. 102(e) as being anticipated by Grady et al. (Grady) (US 2001/0056463).

With regard to claims 1, 9, 16, 23, 30, 35, 37, 39 and 46-47 Grady discloses a booklet system comprising: a preprinted custom booklet component directed to a targeted recipient and having a content controller identifier (page 3, paragraph 0040); a controller, wherein the content controller is adapted to: use the content control identifier received from the pre-printed custom booklet component to obtain instructions (page 3, paragraph 0045-0047); use the instructions to create a just-printed custom booklet component; and use the instructions to marry the pre-printed custom booklet component and the just -printed custom-booklet component to produce a customized booklet directed to the targeted recipient (page 4, paragraph 0051; page 7, paragraph 0078).

With regard to claims 2, 10, 17, 24, 40 and 47, Grady discloses wherein the content control identifier is a machine readable code (page 3, paragraph 0042).

With regard to claims 3, 11, 18, 25 and 48, Grady discloses wherein the system further comprises a feeder/scanner adapted to receive the pre-printed custom booklet component, to read the content control identifier, and to send the content control identifier to the content controller (page 3, paragraph 0042).

With regard to claims 4, 12, 19, 31 and 41, Grady discloses wherein the pre-printed custom booklet component comprises one or more signatures printed on a web-fed printer and customized for the targeted recipient and the just-printed custom booklet component comprises a cover printed on a sheet-fed printer (pages 9-10, paragraph 0102).

With regard to claims 5, 30, 32, 36, 38, 42, 53, and 55, Grady discloses wherein the booklet system further comprises a pre-printed generic booklet component and wherein the content controller is further adapted to use the instructions to marry the preprinted custom booklet component, the just-printed custom booklet component, and the pre-printed generic booklet component to produce a customized booklet directed to the targeted recipient (page 4, paragraph 0051; page 7, paragraph 0078).

With regard to claims 6, 13, 20, 28, 33, 43, 51, 54 and 56, Grady discloses wherein the content identifier is associated with profile data of targeted recipient and the pre-printed generic booklet component is selected from a set of pre-printed generic booklet components for inclusion in the customized booklet based on the profile data (pages 7-8, paragraph 0081).

With regard to claims 7, 14, 21, 26, 27, 29, 44 and 49-50, 52, Grady discloses wherein the profile data of the targeted recipient is selected from the group consisting of

an address, a set of preferences, a set of demographic data, and a set of historical data (pages 1-2, paragraph 0011; page 2, paragraph 0037).

With regard to claims 8, 15, 22, 34, 45 and 57, Grady discloses wherein the booklet is selected from the group consisting of a book, a catalogue, a program, a service manual, a periodical, a report, a legal agreement, and a training manual (page 3, paragraph 0040).

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Twyler M. Lamb whose telephone number is 571-272-7406. The examiner can normally be reached on Mon, Tues and Thurs 6:30-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Edward L. Coles can be reached on 571-272-7402. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).



Twyler M. Lamb
Primary Examiner
Art Unit 2622